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RAY LEWIS
Editor and Publisher

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July 20th, 1940

The Four B's Begin To Sprout Wings

THERE are four Canadian B's now engaged in sprouting wings, not on themselves, God Forbid, because we have need of such men on earth, but who are in command of one of the most important departments of War Service, the manufacturing of War Planes in England.

Three of the Four B's have been associated with Motion Pictures. Lord Beaverbrook, whose financial interests in Canada, financed the Famous Players Canadian Corp.; and who later became the owner of one of the most important theatre-chains in England. Lord Beaverbrook who was associated with the making and distribution of England's War propaganda films during the last War.

Beverley Baxter who became associated with The Daily Express, London, Lord Beaverbrook's daily newspaper, and who later joined the Gaumont-British, as liaison officer. Mr. Baxter later resigned to become a member of Parliament, and then became an officer of a newly-formed British producing company.

Mr. J. P. Bickell, who was formerly on the Board of Directors of the Famous Players Canadian Corp., its Vice-President, and who is still an officer of the Hamilton United Theatres. Mr. Bickell needs no introduction to Canadians in the Sports World and in the enterprise of Finance and Mining.

The Right Hon. R. B. Bennett, former Prime Minister of Canada, is the fourth B. His association with Motion Pictures has been indirect, although his information in connection with Motion Pictures has been extensive. While Prime Minister of Canada, Mr. Bennett commissioned your editor to make a survey of British production in England by way of stimulating British Film Trade in Canada.

These Four Illustrious B's are internationally famous men, all of them Canadians who have been formerly associated with each other. They will bring the vitamin B into plane production; and are in a financial position to lend, not only brains, man-power, but millions of dollars to that great work for which they have been assigned.

It is with especial pride that we of Motion Pictures consider the appointments which have been made. It is a great compliment to our Dominion and to Canadians to know that the Wings of the British Empire, gods and goddess of the sky who guard the freedom and liberty of millions of people, who hover over our ships as guardian angels, who meet bomb with bomb and drive down to earth, or back to the Hell from which they came the Invaders, that these Britishers are Canadians.

Your editor said to Beverley Baxter a few years ago, "Why not make Canada the Capitol of the British Empire, why not move England to Canada?" To which Beverley Baxter replied, "If London burned to the ground, a new London would arise from the river Thames, there will always be an England". How prophetic it all seems now, but in the prophecy there is the timbre in that voice which reveals a spirit and capacity for Big Service.

If it had not been for The Right Hon. R. B. Bennett we might have sold Nazi Germany that island in Canada called Anticosti. Mr. Bennett foresaw in peacetime the purpose of the Nazi bid. HE KNEW THAT IT COULD HAPPEN HERE, and in warning us, he prepared us. We did not sell.

So here's to the Four B's and may they bring British Wings over Europe!

—Editor.

THE NEATEST TRICK OF THE WEEK!

*(it's better than the old
Indian Rope Marvel!)*

2 RECORD- BREAKING M-G-M HITS IN A ROW!

(it's an old M-G-M custom!)

"NEW MOON" HELD OVER!

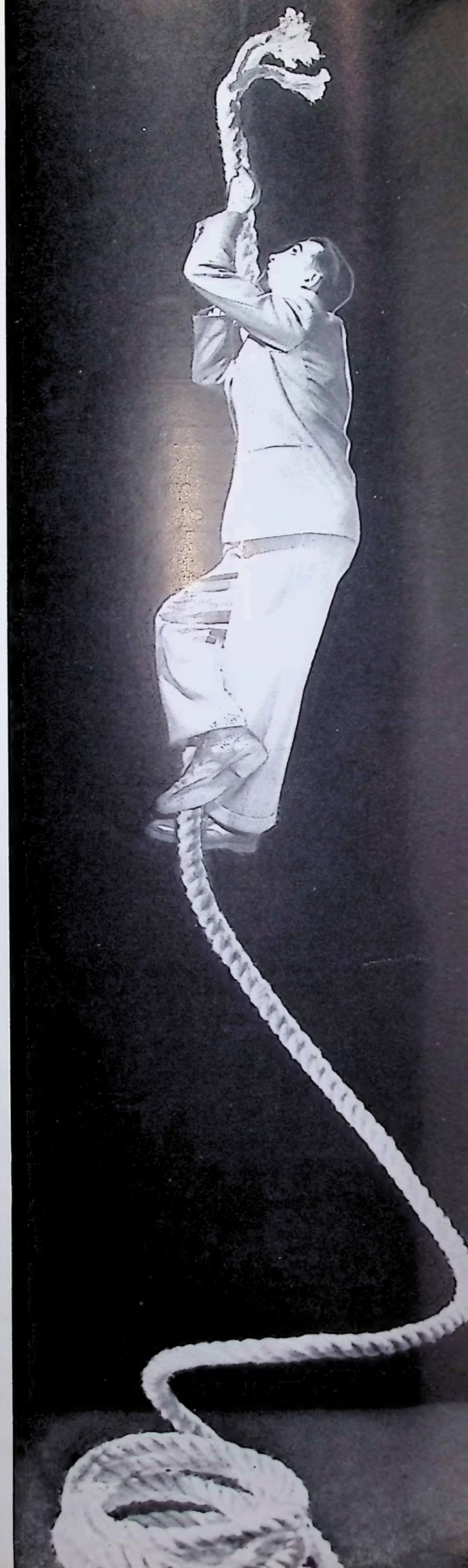
*(topping mid-winter highs
in mid-summer heat!)*

"ANDY HARDY MEETS DEB" SOCKO!

*(registering biggest grosses in several
years and holding over!)*

MORE BIG ONES COMING!

*("Pride and Prejudice" booked into Radio
City Music Hall. "Boom Town" sensa-
tional! It's another M-G-M Summer!)*



Toronto Theatres Report Stamp Sale

Canadian Picture Industry's "Win the War Campaign"

Theatre	Theatre Capacity	Stamp Sale	Theatre	Theatre Capacity	Stamp Sale	Theatre	Theatre Capacity	Stamp Sale
Academy	391	\$340.00	Crescent	480	240.00	Metro	700	920.00
Adelphi	460	134.00	Crown	666	500.00	Oakwood	1396	1,000.50
Allenby	750	450.00	Doric	524	525.00	Odeon	750	450.00
Alhambra	1145	1,008.00	Eastwood	880	600.00	Oriole	597	400.00
Apollo	563	300.00	Eclipse	596	170.00	Orpheum	328	60.00
Arcadian	510	250.00	Eglinton	1086	3,200.00	Oxford	803	1,800.00
Aster	470	173.00	Embassy	692	1,800.00	Palace	1575	1,200.00
Avalon	453	350.00	Esquire	512	400.00	Paradise	643	650.00
Avenue	696	1,300.00	Fox	630	1,450.00	Parliament	941	1,600.00
Bayview	674	937.00	Garden	538	155.00	Paramount	432	530.00
Beach	1532	1,369.00	Gerrard	794	740.00	Parkdale	1548	1,280.00
Beaver	1162	650.00	Granada	518	570.00	Photodrome	368	200.00
Bedford	954	960.00	Grant	665	360.00	Pickford	494	140.00
Belsize	968	1,311.00	Grover	810	500.00	Prince of Wales	1250	600.00
Bellvue	785	500.00	Guild	438	130.00	Pylon	749	1,200.00
Beverley	544	1,540.00	Hillcrest	440	250.00	Queens	460	80.00
Bloor	782	500.00	Hollywood	1056	1,500.00	Radio City	833	740.00
Bloordale	694	450.00	Hudson	456	300.00	Regent	497	180.00
Bluebell	620	60.00	Ideal	480	200.00	Revue	540	1,442.00
Bonita	544	426.75	Imperial	3410	4,104.00	Rex	413	71.00
Broadview	517	300.00	Iola	600	550.00	Rialto	714	60.00
Broadway	486	352.00	Kenwood	593	500.00	Rio	468	270.00
Brock	706	500.00	King College	600	1,000.00	Royal	346	100.00
Cameo	740	800.00	Kingsway	448	610.00	Royal George	497	300.00
Capitol	1105	1,610.00	King's Playhouse	329	60.00	Royce	589	350.00
Carlton	1015	844.00	Kum-C	596	430.00	Runnymede	1500	1,200.00
Casino	1121	2,320.00	Lansdowne	1066	1,600.00	Scarboro	698	546.00
Century	1354	982.00	La Plaza	794	500.00	Shea's	2663	2,600.00
Chateau	363	50.00	La Salle	492	150.00	St. Clair	1555	2,800.00
Christie	886	1,100.00	Loew's	2074	1,630.00	Strand	876	1,700.00
Circle	750	850.00	Madison	999	500.00	Tivoli	1434	1,675.00
Classic	604	200.00	Major (St. Clair)	599	310.00	Uptown	2761	3,006.00
College	1505	1,150.00	Major (Rogers Rd.)	623	250.00	Village	822	3,200.00
Colony		1,500.00	Manor	448	310.00	York	877	1,520.00
Community	742	600.00	Mayfair	478	300.00			



Toronto's Mayor, Ralph Day, chats with Ned Sparks backstage at the "Win The War" Show, Monday, July 15th.



Vivien Leigh and Laurence Olivier photographed as they entered the Eglinton Theatre, Toronto. T. J. Bragg, F.P., in background, while Manager Bob Eves welcomes them.

Returns on "Win The War" Savings Stamp Sale

Show Ontario Theatres Right In Front For Results

Town	Theatre	Theatre Capacity	Stamp Sale	Town	Theatre	Theatre Capacity	Stamp Sale
Acton: Gregory		258	\$150.00	Capitol		396	1,650.00
Almonte: O'Brien		356	250.00	Palace		874	800.00
Ansonville: Empire		442	317.00	Rex		492	300.00
Aurora: Royal		382	268.00	Milton: Princess		409	400.00
Barrie: Imperial		466	310.00	Mimico: Rex		494	250.00
Roxy		719		Mount Dennis: Major		661	280.00
Granada		567	2,946.00	Mount Forest, Chesley, Harrison:			
Belleville: Belle		958	1,038.50	Roxey Theatres			775.00
Capitol		829	968.75	Napanea: Granada		442	4,427.50
McCarthy		836	703.50	New Toronto: Capitol		1090	830.00
Blenheim: Temple		335	3,700.00	North Bay: Capitol		1435	3,023.25
Blind River: Palace		472	455.00	Oakville: Gregory		498	700.00
Brampton: Capitol		831	1,624.00	Orillia: Geneva		826	900.00
Brantford: Capitol		1603		Oshawa: Marks		701	1,067.00
Brant		917		Biltmore			514.00
College		549		Regent		1055	2,200.00
Esquire		704	8,500.00	Ottawa: Capitol		2580	9,450.00
Brockville: Capitol		943	627.00	Avalon		878	825.00
Regent			380.00	Imperial		1091	824.50
Campbellford: Hollywood		232	2,312.00	Rideau		932	1,070.00
Carleton Place: Star		378	271.50	Penetang: Esquire		350	700.00
Chapleau: Regent		360	3,000.00	Perth: Perth		655	532.00
Chatham: Granada		501		Peterboro: Capitol		1106	1,750.00
New Capitol		1285	2,800.00	Port Credit: Vogue		500	392.00
Clinton: Roxy		263	200.00	Port Colborne: Strand		600	3,108.00
Cobourg: Capitol		519	664.00	Port Hope: Capitol		684	1,200.00
Cochrane: Empire		416	2,540.00	Red Lake: Cabin		160	150.00
Cochrane and Smoothrock Falls				St. Catharines: Lincoln			2,001.00
United Church Hall			1,680.00	Granada		1213	2,250.00
Exeter: Leavitt's		350	1,016.00	Capitol		1086	1,275.00
Forest: Kineto Theatre		350	540.00	Centre		510	700.00
Galt: Grand		605	1,150.00	St. Thomas: Granada		1213	3,002.00
Capitol		1121	1,050.00	Capitol		1086	3,002.00
Palace			530.00	Schumacher: Mascioli's		500	450.00
Georgetown: Gregory		398	200.00	Sioux Lookout: Mayfair		307	200.00
Gore Bay: Community Hall		350	340.25	South Porcupine: Mascioli		480	1,100.00
Hamilton: Capitol		2233	1,946.00	Stouffville: Stanley		300	260.00
Delta		965	800.00	Stratford: Classic		512	325.00
Empire		875	480.00	Majestic		1209	740.00
Granada		1079	866.00	Strathroy: Strathroy		412	1,200.00
Windsor			800.00	Glencoe			379.00
Kenilworth		671		Sudbury: Capitol		1419	1,245.00
Kenmore		601		Sutton West: Simcoe		300	200.00
Regent		614	1,100.00	Thessalon: Empire		381	263.00
Lyceum		675	635.00	Tilbury: Plaza		417	320.00
Palace		2232	1,729.75	Timmins: 3 theatres			8,880.00
Playhouse		666	400.00	Cartier		625	944.00
Queens		974	600.00	Trenton: Trent		708	485.00
Strand		935	970.00	Century			440.00
Tivoli		1307	1,740.00	Tweed: Victoria		236	200.00
Community		675	730.00	Uxbridge: Strand		230	80.00
Westdale		586	773.00	Walkerton: Reenville		230	502.50
Royal		428	250.00	Weston: Weston		560	300.00
Huntsville: King George		470	1,844.00	Whitby: Brock		224	764.00
Kincardine: Capitol		450	284.00	Williamsburg: Picadilly		382	290.00
Kingston: Tivoli		510	483.00	Windsor: Palace		1605	5,554.00
Capitol		1177	986.50	Capitol		1945	5,535.00
Grand		510	640.00	Park			1,500.00
Kingsville: Essex				Tivoli		1205	1,154.00
Harrow			3,000.00	Royal		440	250.00
Lindsay: Academy		708	1,379.25	Empire		877	1,500.00
London: Patricia		1073	2,694.00	Vanity		976	2,000.00
Elmwood		620	575.00	Temple		504	560.00
Centre		607	700.00	Woodstock: Royal		966	714.25
Loew's		1965	2,050.00				

Incomplete Returns Prairie Provinces and Quebec

Town	Theatre	Theatre Capacity	Stamp Sale	Town	Theatre	Theatre Capacity	Stamp Sale
Stoney Mountain: Oak			40.00	<i>Province of Quebec—</i>			
Winnipeg: Rio and Bijou			708.00	Brownsburg: Capitol			110.00
King's		675	520.00	Chateauguay: Alamo		250	130.00
Classic		444	300.00	Coaticook: Rivoli		300	320.00
DeLuxe		400	400.00	Cowansville: Princess		300	1,100.00
Elm		250	412.00	Danville: M. E. Lodge (3 theatres)			1,060.75
Valour			500.00	Farnham: Rialto			75.00
Oak			250.00	Hull: Cartier		987	260.00
Windsor		500	400.00	Huntingdon: O'Connors Hall		250	618.00
Paris			1,136.00	Jonquiere: Empire		400	125.00
Colonial		492	1,400.00	Kenogami: Alma			623.25
Garrick		1055	6,680.00	Princess			137.50
Beacon		1078	880.00	Lachine: Royal Alexandra		1050	530.00
Rialto		700	590.00	Lachute: Rex			190.00
Transcona			295.00	Louiseville: Royal			52.00
Lyceum		1210	1,700.00	Magog: Wonderland			2,041.25
Wonderland		612	650.00	Maniwaki: Plaza		200	310.00
Palace		823	670.00	Mont Joli: Au Bon Cinema			350.00
Rose		700	678.00	Noranda: Noranda		500	614.00
Plaza		800	700.00	Parent: Stella			130.25
Roxy		1000	1,110.00	Petit Pabos: Helena			37.00
College		492	872.00	Rock Island: Border		400	250.00
Tower		490	450.00	St. Anne de Bellevue: Rex		350	320.00
Starland		1500	960.00	St. Agathe: Roxy		180	150.00
Fox		610	856.00	Shawinigan Falls: Roxy		500	150.00
Regent		661	831.00	Auditorium		628	360.00
Arlington		541	390.00	Three Rivers: Capitol		900	674.00
Furby		488	450.00	Rialto		550	164.00
Osborne		805	640.00	Val d'Or: Palace		350	50.00
Mac's		381	200.00	Victoriaville: Victoria		196	770.00
Baddow		330	200.00	Waterloo: Star		150	150.00
State			not in	Quebec: Cambrai		500	375.00
Corona		350	not in	Capitol		1900	2,746.00
Onyx		150	not in	Cartier		810	2,959.00
Capitol		2126	2,535.00	Empire		680	867.00
Metropolitan		1983	2,600.00	Francais		400	30.00
Gaiety		750	1,222.00	Princess		800	95.00
Uptown		1750	1,280.00	Rialto		400	125.00
Tivoli		803	737.00	Victoria		726	415.00
Crescent		521	490.00	Montreal: Cameo		500	269.50
Portage La Prairie: Playhouse		600	868.00	Century		600	170.00
Regina: Capitol		1329	2,093.00	Cinema de Paris		550	321.00
Metropolitan		998	1,217.00	Canadien		600	134.00
Grand		947	1,950.00	Empire		600	250.00
Saskatoon: Capitol		1600	3,070.00	Fairyland		550	60.00
Daylight		900	1,615.00	Imperial		1900	128.00
Moose Jaw: Capitol		752	1,520.00	Laval		800	270.00
Orpheum		850	480.00	Passe Temps		400	90.00
Brandon: Strand		560	511.00	Star		506	170.00
Capitol		700	333.00	System		924	450.00
Fort William: Orpheum		948	900.00	Confederation Amusements (7)			6,138.00
Royal		700	830.00	Consolidated Theatres (5)			13,177.15
Port Arthur: Colonial		100	2,343.00	France Film			4,750.00
Lyceum		700	1,050.00	Bert Mason and Son (4 theatres)			670.00
Kenora: Palace		739		United Amusement Corp. (25)			16,635.25
Bijou			1,030.00				
N. Battleford: Empress		490	234.00	Strand		968	450.00
Shaunavon: Plaza		400	207.00	Medicine Hat: Monarch		400	
Weyburn: Hi-Art		480	315.00	Roxy		300	6,221.00
Deloraine: Jubilee		225	165.00	Calgary: Capitol		1519	6,180.00
Emerson: De Lux		300	254.50	Palace		1487	5,600.00
Gladstone: Revilo		200	2,525.00	Strand		815	1,660.00
Pipestone: Mun Hall		175	1,540.00	Grand		1409	1,350.00
Wilkie: Roxy		300	264.00	Variety		889	650.00
Taber: Rex		330	5,234.50	Kinema		320	450.00
Edmonton: Capitol		1100	900.00	Tivoli		499	1,146.00
Dreamland		720	300.00	Crescent		350	725.00
Empress		798	760.00	Plaza		400	395.00
Princess		638	250.00	Garry		365	289.00
Rialto		1200	3,679.25	Isis		381	561.00

Canadian Picture Pioneers War Fund

WIN THE WAR CAMPAIGN

RECORDED TO 12 NOON, JULY 18

Province	Theatres In	Theatres Out	Cash	Average	Comment
Quebec.....	103	61	\$63,894.00	620	Accurate
Calgary Territory...	59	55	50,098.00	849	Accurate
British Columbia....	99	9	55,000.00	555	Estimate
Ontario.....	284	84	286,110.00	1007	Accurate
Winnipeg Territory	58	73	49,816.00	859	Accurate
Nova Scotia.....	53	17	60,516.00	1132	Estimate
New Brunswick.....	29		29,015.00	1000	Accurate
Canada.....	685	299	594,449.00	867	Estimate

Trans-Canada Showings

TORONTO

IMPERIAL

"The Ghost Breakers" (Paramount), with Bob Hope and Paulette Goddard, also "Blondie on a Budget" (Columbia), with Penny Singleton, Arthur Lake and Larry Simms.

SHEA'S

"The Saint Takes Over" (RKO Radio), with George Sanders and Wendy Barrie, also "Anne of Windy Poplars" (RKO Radio), with Anne Shirley and James Ellison.

UPTOWN

"Over the Moon" (United Artists), with Merle Oberon.

LOEW'S

"Turnabout" (United Artists), with Adolphe Menjou, Carole Landis and John Hubbard, also "Sporting Blood" (Metro-Goldwyn-Mayer), with Robert Young, Maureen O'Sullivan and Lewis Stone.

ST. JOHN

CAPITOL

"Typhoon" (Paramount), with Dorothy Lamour and Robert Preston.

MAYFAIR

"Strange Cargo" (Metro-Goldwyn-Mayer), with Clark Gable and Joan Crawford.

STRAND

"Espionage Agent" (Warner Bros.), with Joel McCrea, Brenda Marshall, Jeffrey Lynn and George Bancroft.

MONTREAL

CAPITOL

"Private Affairs" (Universal), with Nancy Kelly, Robert Cummings, Hugh Herbert and Roland Young, also "I Can't Give You Anything But Love, Baby" (Universal), with Johnny Downs and Peggy Moran.

LOEW'S

2nd week. "The Mortal Storm" (Metro-Goldwyn-Mayer), with Margaret Sullivan, James Stewart, Robert Young and Frank Morgan.

ORPHEUM

"A Family of Nations" (United Artists), with John Drinkwater and Bernard Shaw, also "City of Chance" (20th Century-Fox), with Lynn Bari and Donald Woods.

PALACE

"Beau Geste" (Paramount), with Gary Cooper, Ray Milland and Robert Preston.

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PRINCESS

"The Captain is a Lady" (Metro-Goldwyn-Mayer), with Charles Coburn, Beulah Bondi and Helen Broderick, also "Gambling on the High Seas" (Warner Bros.), with Wayne Morris and Jane Wyman.

WINNIPEG

CAPITOL

"Torrid Zone" (Warner Bros.), with James Cagney, Ann Sheridan and Pat O'Brien.

GAIETY

"Pinnocchio" (Disney-RKO Radio), also "Johnny Apollo" (20th Century-Fox), with Tyrone Power and Dorothy Lamour.

GARRICK

"One Million B.C." (United Artists), with Victor Mature, Carole Landis and Lon Chaney, Jr.

METROPOLITAN

"20 Mule Team" (Metro-Goldwyn-Mayer), with Wallace Beery, Leo Carillo and Marjorie Rambeau, also "One Was Beautiful" (Metro-Goldwyn-Mayer), with Robert Cummings and Jean Muir.

TIVOLI

"For Freedom" (Empire - Universal), with Will Fyfe.

CALGARY

CAPITOL

"Lillian Russell" (20th Century-Fox), with Alice Faye, Don Ameche and Henry Fonda.

PALACE

"It All Came True" (Warner Bros.), with Ann Sheridan, Jeffrey Lynn and Humphrey Bogart.

STRAND

"It's a Date" (Universal), with Deanna Durbin, Kay Francis and Walter Pidgeon.

VANCOUVER

CAPITOL

"Susan and God" (Metro-Goldwyn-Mayer), with Joan Crawford and Fredric March.

DOMINION

"Rebecca" (United Artists), with Laurence Olivier and Joan Fontaine.

ORPHEUM

"Torrid Zone" (Warner Bros.), with James Cagney, Ann Sheridan and Pat O'Brien.

STRAND

"The Four Just Men" (Columbia), with Hugh Sinclair, Francis Sullivan and Frank Lawton, also "Florian" (Metro-Goldwyn-Mayer), with Robert Young, Helen Gilbert and Charles Coburn.

●

THE SUCCESS
of your
THEATRE
depends upon
GOOD EQUIPMENT

consult
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